



Director of Admissions & Communications (Ecumenical Institute)

Directly Reports to: Dean of the Ecumenical Institute

Supervises: N/A

Purpose and Function of Position

The Director of Admissions and Communications contributes to the mission of St. Mary's Ecumenical Institute by leading the recruitment, admission, and enrollment of new students, and by overseeing marketing and communications.

Responsibilities

Recruitment

The Director develops, implements, and assesses effective recruiting strategies and processes.

- represents accurately and winsomely the Ecumenical Institute's mission, identity, curricular programs, faculty, and student body
- develops, implements, and assesses a comprehensive annual recruiting plan, with appropriate annual benchmarks
- communicates with prospects systematically and strategically, conducting effective recruiting conversations, and maintaining accurate and clear documentation
- works with the Dean to identify, develop, and maintain effective recruiting relationships with judicatories, churches, clergy, non-profits, and other partners and constituencies
- recruits at judicatory gatherings, ministry fairs, conferences, and other events
- liaises with the Alumni Council, directs alumni relations, and attends alumni events
- develops and oversees virtual and onsite recruiting events and opportunities
- assists with and attends all major EI events

Admission and Enrollment

The Director oversees the admission and enrollment process, meeting annual enrollment goals.

- maintains application files accurately, completes them expeditiously, and shares relevant information with staff colleagues efficiently
- provides all applicants with accurate guidance and timely assistance in completing the admission and enrollment process
- proactively connects applicants with other staff to facilitate enrollment
- plans, coordinates, and participates in new-student orientation
- sets and meets appropriate annual enrollment goals
- consults with the Dean on financial aid strategy

Marketing

The Director oversees the development, implementation, and assessment of all marketing.

- stewards and continually improves the Ecumenical Institute's brand value and messaging in all marketing and communications
- develops, implements, and assesses a comprehensive marketing strategy, and administers the marketing budget
- develops, deploys, and assesses all marketing materials (including print, e-communications, web, and video)

- curates actively all web-based marketing, including the recruiting sections of the Ecumenical Institute website
- markets internally (in person or passively, as appropriate) at Ecumenical Institute, Seminary, and third party events

Communications

The Director oversees all communications, leading external communications and supporting internal communications.

- maintains and continually assesses email marketing platform, and oversees production of all external emails
- curates actively and continually assesses all Ecumenical Institute social media platforms, regularly producing original content, and leveraging and curating content from the learning community
- oversees Ecumenical Institute news on the website, and produces significant Ecumenical Institute content

Required Qualifications

- master's degree
- excellent interpersonal and communication skills, and a hospitable and articulate personal presence
- demonstrated capacity to work independently, prioritize intelligently, adapt dynamically, organize effectively, and complete tasks with efficiency and excellence
- demonstrated ability to work effectively as a team member, supportively in a Catholic institution, and graciously with a diverse ecumenical student population.
- demonstrated ability to use Microsoft Office (Word, Outlook, and Excel)
- demonstrated competence with at least one social media platform (Facebook, LinkedIn, Twitter) and capacity to develop additional competencies

Preferred Qualifications

- master's degree accredited by the Association of Theological Schools (or equivalent)
- experience in higher education recruiting, admissions, enrollment management, alumni relations, or a related area
- experience in marketing, communications, or customer relations
- experience in fundraising or philanthropy

Applying

St. Mary's is in the Roland Park neighborhood of Baltimore. The position includes generous benefit and compensation package commensurate with experience. Successful candidates will be subject to a pre-employment background check. St. Mary's Seminary & University is an equal opportunity employer. Application Procedures: Please submit electronically a:

1. Cover letter including salary requirements,
2. Résumé
3. List of three (3) work-related references, including their contact information (title, email and/or phone number).

Submit to jobs@stmarys.edu with position title in subject line.

This position is exempt from overtime pay when weekly hours worked exceed 40. Must be able to work evenings or Saturdays when needed.